



You are invited to

Export Strategies to Drive Sales

*A one-day seminar sponsored
by SunTrust in cooperation with
the Export-Import Bank
of the United States*

Thursday, September 14, 2006
8:00 a.m.–2:30 p.m.

Breakfast and lunch included
\$59.00 registration fee

SunTrust Bank Financial Center
Fort Loudoun Room – Lower Level
West Knoxville
9950 Kingston Pike
Knoxville, TN 37922

At this event, you will

- Hear from experts from Ex-Im Bank, the Department of Commerce, U.S. Commercial Service, and SunTrust
- Learn how to find and finance foreign buyers to increase your sales
- Network and learn from other local businesses and exporters

Brought to you by SunTrust

For more information, contact Michael Filchock at 404.588.7507
or michael.filchock@suntrust.com.

Join us in Knoxville – we're looking forward to seeing you there

- Visit exim.gov
- Click on “News & Events” in the top navigation bar and select “Seminars & Symposia” from the drop-down menu
- From the list of events, click on the “Register” link for “Learn How to Find Buyers and Finance Sales,” in Knoxville on Thursday, September 14, 2006
- To register, follow the steps provided

Location

SunTrust Bank Financial Center
Fort Loudoun Room–Lower level
West Knoxville
9950 Kingston Pike
Knoxville, TN 37922

Free parking available

Our Co-Sponsors:



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Agenda

- 8:00 Registration and coffee
- 8:30 Welcome and opening remarks
 - John Harris, Executive Vice President, SunTrust Bank
- 8:45 Finding International Partners and Buyers to Expand Your Business
 - How to leverage market research, export counseling, and sales sponsorships to promote the export of U.S. goods and services, identify foreign market opportunities, and expand your business*
 - George Frank, U.S. Commercial Service
- 9:15 Getting the Pre-Export Financing Support You Need for Overseas Orders
 - Overview of counseling, training, and financing assistance available for small businesses involved in international trade, including new-to-export companies*
 - Ray Gibeau, Small Business Administration
- 9:45 Financing Your Export Production and Your Foreign Buyers to Increase Sales
 - How you can finance the sale of your U.S. exports through the use of loan guarantees and export credit insurance*
 - Augustine Grace, Export-Import Bank of the U.S.
- 10:30 Break
- 10:45 Obtaining Funds to Support Overseas Investment
 - Insight on sources for funding overseas projects*
 - Overseas Private Investment Corporation
- 11:15 Options for Mitigating Payment Risk
 - How to protect against the risk of non-payment by international buyers*
 - Wayne Trotter, Export Financial Services, Inc.
- 12:00 Lunch
 - Overview of financing solutions for managing international trade*
 - Michael Filchock, SunTrust Bank
- 1:15 Global Risk Management Strategies
 - Currency risk management techniques from basic foreign exchange to customized multi-currency hedging and yield-enhancing strategies*
 - Mike Stacio, Foreign Exchange Trader, SunTrust Bank
- 1:45 Economic Update
 - Gregory Miller, Economist, SunTrust Bank
- 2:30 Adjourn